

## Semiotic Analysis of Advertising Texts

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**Seref KARA**

*Uludag University/ Bursa, Turkey*

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### ABSTRACT

Cultural background is an important part of one's communication skills. This background develops as a result of an individual's interaction with their environment and contributes to the quality of his/her communication skills. Language, which is an important element of culture, reflects various aspects of a community's cultural values. Individual expression is interpreted according to word choice and syntax. Words convey shared common culture, and they can sometimes be used along with their figurative meanings or connotations. Thus, idioms, proverbs, song lyrics, and so on convey the past and background of a culture. These culture-laden elements play an important role in both reciprocal relationships and mass communication. Advertisement texts are a linguistic communication device supported by our cultural heritage that function effectively in communicating that heritage. Advertisement texts, which sometimes appear in daily life as a new expression largely based on an already existing one, contribute to updating common cultural memory. Because advertisement texts appear in popular culture with recognisable linguistic and cultural dimensions, they are important indicators of how society is perceived. Therefore, the expressions used in advertisement texts can be analysed from different aspects and with various methods.